

**AUBURN URBAN DEVELOPMENT AUTHORITY  
MINUTES**

**September 28, 2009  
REGULAR SESSION**

The Regular Session of the Auburn Urban Development Authority was held in the Council Chambers, City Hall, 1225 Lincoln Way, Auburn, California on Monday, September 28, 2009 at 7:18 p.m. with Chair J. M. Holmes presiding and Secretary Joseph G.R. Labrie recording the minutes.

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL:**

**Authority Members Present:** Keith Nesbitt, Kevin Hanley, Bill Kirby,  
Bridget Powers, J. M. Holmes

**Authority Members Absent:**

**Staff Members Present:** Executive Director Robert Richardson,  
Police Chief Valerie Harris

1. **Public Comment**

None

2. **Minutes**

By **MOTION** approve the minutes of June 29, July 6, July 27, and August 24, 2009. **MOTION: Hanley/Nesbitt/Approved by Voice**

3. **Establishment of the Streetscape History and Art Advisory Committee**

Executive Director Bob Richardson stated that at the September 8, 2009 workshop, staff had been asked to return to Council with a proposal to form the Streetscape History and Art Advisory Committee and decide upon what groups and/or individuals should be represented in its membership.

He said, once formed, the committee would have to prepare a report that provides a complete history of Auburn for the Streetscape Master Plan overlay to include specific language for a designated location and the

media to be utilized. He said the first report would be due approximately July 2010. He said there would be a second report, to be prepared concurrently, to define the public art in the ten locations defined in the Streetscape Master Plan. He said general themes would be sought for those areas. The second report would also include the type of art work, theme and budget for each location. He said the final report should include all information necessary to develop a Call for Artists for each site. He said the committee's primary responsibilities will be developing program criteria, establishing and guiding the many work groups necessary to develop the information and insuring the quality of the final report that will go to the Council.

Council questions and comments followed regarding (1) the committee's access to and use of other knowledgeable people, possibly sub-committees (2) discussion with the Old Town Business Association (3) the Auburn residency requirement (4) the percentage of members-at-large (5) Historical Society membership to replace Economic Development representation and (6) the application process.

Michael Otten, President of the Placer County Historical Society, asked about the scope of the committee's work. Chair Holmes answered that Phase I is a part of the entire project and no final decisions have been made. Mr. Otten asked for more representation from the history community. Executive Director Richardson advised that the committee will preside over many work groups presenting information from the arts community, historic community and the community at large to devise the best way to lay out the physical area. Chair Holmes said that the entire Streetscape Project will be an ongoing process allowing for the input of the entire community.

Coleen Conley, 9975 Heidi Way, Auburn, stated that she is a member of the Endurance Committee. She said she felt that all aspects should be allocated fairly. She mentioned reviewing the designs of other cities' streetscapes and suggested a limited time frame for the committee's final report.

Bart Ruud, 843 Sierra View Circle, Auburn, said he appreciated the opportunity for the community to express its concerns. He said he realizes that the ad hoc committee will function in an advisory capacity. He said he is hopeful that the Council will continue to view it as an advisory body.

Mayor Holmes announced the proposed committee membership as:

One(1)	AUDA Board Member
Three(3)	Members at Large

One(1) Member of the Arts Commission  
One(1) Member of the Historical Society  
One(1) Member of the Endurance Committee  
One(1) Member of the Downtown Business Association  
One(1) Member of the Old Town Business Association

Council Member Kirby said it is important that the committee is open to discussion and ideas. He said he agrees that the Historical Society should be a part of the committee. He said he would like ample time to notify the public of the at-large positions. He said he thought the proposed committee was too large to be effective and more sub-committees should be utilized.

Council Member Nesbitt said that the larger committee will have more outreach to the community. He said the committee should have five members-at-large.

Council Member Powers stated that the Council would like more community involvement and that final decisions have not been made regarding the endurance theme. She said she likes the idea of subcommittees for greater public input.

Council Member Hanley said he felt it better to have one committee and when a sub-group is needed, take a part of the main committee. He said it gives the members ownership of the final results. He said the members are already in place to form a work group rather than utilizing people who are not on the committee.

By **RESOLUTION 09-11** establish an Ad Hoc Streetscape History and Art Advisory Committee and the Authority nominate members of the Ad Hoc to eleven (11) members total with one(1) AUDA Board Member as chair, five (5) members at large, one(1) member of the Arts Commission, one(1) member of the Historical Society, one(1) member of the Endurance Committee, one(1) member of the Downtown Business Association and one(1) member of the Old Town Business Association. **MOTION:**  
**Nesbitt/Hanley/Approved 5:0**

It was requested that each group listed make a recommendation to the Council of one of its members to serve on the committee. It was also the consensus of the Council to select ad hoc committee members as soon as possible.

Mayor Holmes appointed Board Member Nesbitt to chair the committee.

#### 4. **Discover Auburn Map**

Executive Director Richardson said the "Discover Auburn Map" has been a project of the Economic Development Commission (EDC) in conjunction with the Streetscape Project. He said it is a relatively comprehensive map for visitors and tourists. He said the maps will be placed strategically throughout the route of the Streetscape Project. He said the EDC recommended having 10,000 copies printed.

Mayor Holmes stated that he felt the map covered too much territory and was not unique to the Auburn area. He suggested that the new Hidden Falls Park and the Auburn Recreation Park be shown. He said he would like to postpone a decision on the map.

Council Member Hanley asked how individuals will be able to get a copy of the map other than in kiosks and at bus stops. He asked if maps would be at other locations such as motels. Mr. Richardson advised that there will be seven or eight locations along the route. He said the business associations have asked for additional copies for distribution. Council Member Hanley felt drawing tourists to the entire region was a good idea with emphasis on Auburn's attractions. Mr. Richardson stated that the "Gold Country" is a destination in itself with Auburn as a point of interest that tourists would be encouraged to visit.

Council Member Nesbitt agreed that visitors should be enticed to see the entire "Gold Country" region, encouraging them to stay, eat and shop in Auburn. He suggested adding the previously discussed parks and approving the map with the changes noted.

Council Member Powers said that the EDC has been working with the business associations and that there have been several revisions. She said there will always be constant updates to any brochure. She said the map needs to be printed to get the information to the public that will help the business owners and the community.

Mr. Richardson and Council Member Powers said the brochures would be available at retail stores, restaurants, hotels, the Chamber of Commerce and the Visitors Bureau.

Council Member Kirby said he did not like the map because it he felt Auburn should be the focal point in the middle of the map. He said it was a Placer County map and not a map of Auburn. He said the first five websites shown are not the City of Auburn. He said he would like to see Auburn first. Council Member Kirby said, "Although while we can allude to the attractions of the area, I want us to be in the middle of it."

Michael Otten, President of Placer County Historical Society, suggested redrawing the map with a larger focus on Auburn. He said Auburn is the County Seat of Placer County. He said the "Endurance Capital of the World" is not noted and it should be referenced. He said Auburn's very unique medical museum is not mentioned nor is the gold collection at the Courthouse.

Curt Smith, Auburn resident and Member of the Board of Directors of the Auburn Recreation District (ARD), said referencing the Ashley Dog Park in Ashford Park would be an additional attraction. He said it is one of ARD's most successful park features. He also suggested that Mr. Richardson speak with ARD's administrator to place brochures within the park district.

Harvey Roper, EDC Commissioner, said for the first time the map shows Old Town and Downtown "under the same umbrella." He said the 10,000 copies are simply a starting point and will be gone very quickly. He said the map will put something in the hands of visitors right now. He said corrections may have to be made, but right now it is an immediate marketing tool for the two business districts.

Council Member Powers suggested that at the next EDC meeting the changes to the brochure should be implemented. However, she asked that the map/brochure be approved as is for immediate distribution.

Council Member Hanley said he felt that the map is an excellent start although it will evolve in future printings. He said the main exit should be identified more clearly. He said the map should be placed at the Auburn Home Show, twice a year. He supported the initial printing.

Council Member Nesbitt supported the printing with possibly some of the minor changes being made.

Mayor Holmes said he would like to distribution expanded outside of the Auburn area.

By **MOTION** authorize the initial printing of 10,000 Discover Auburn Maps with some minor changes. **MOTION: Hanley/Powers/Approved 5:0**

## **ADJOURNMENT**

Chair Holmes, without objection, adjourned the meeting at 8:30 p.m.

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J. M. Holmes, Chair

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Joseph G. R. Labrie, Secretary

